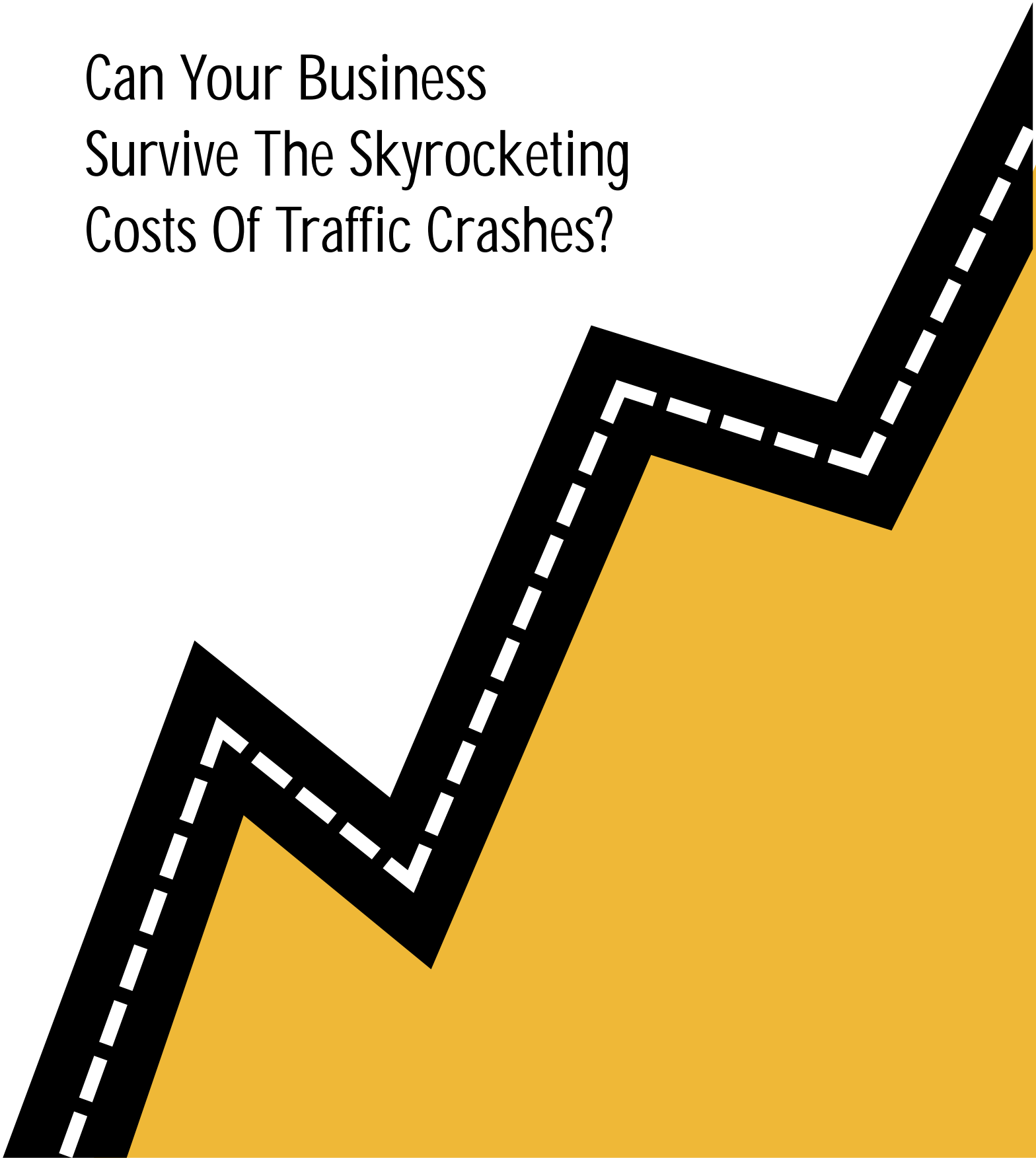


Can Your Business Survive The Skyrocketing Costs Of Traffic Crashes?



With NETS You Can.

The Problem

Motor vehicle injuries and deaths are undeniably tragic.

Immeasurable human suffering and emotional distress, coupled with the tangible cost companies must absorb, present a formidable burden — one that a business like yours may not be prepared to handle. Like many employers, you may not even realize that on- and off-the-job, there are countless direct and hidden expenses of crashes which can have a devastating impact on your financial stability.

Crashes cost more than you think. The average employer pays \$25,000 for each on-the-job motor vehicle crash and \$110,000 per injury. Motor vehicle crashes cost U.S. employers over \$50 billion annually. In addition to health care and property damage, consider other substantive costs such as hiring a temporary employee, lower productivity, insurance premiums and lawsuits.

The Solution

The good news is that an effective employee traffic safety program through the Network of Employers for Traffic Safety (NETS) can help control these costs and save lives.

The Network of Employers for Traffic Safety

The Network of Employers for Traffic Safety (NETS) is a nonprofit organization dedicated to reducing traffic crashes, the primary cause of lost work time and employee fatalities. NETS helps businesses dramatically reduce the costs associated with motor vehicle crashes through the implementation of effective traffic safety programs. Some programs are as easy as requiring employees

to wear safety belts and drive alcohol- and drug-free while on company business. Affiliated with the National Highway Traffic Safety Administration and the National Commission Against Drunk Driving, NETS is a unique partnership of more than 2,000 of America's corporate, community and government leaders. NETS is supported by the Federal Highway Administration, the Office of Motor Carriers, Occupational Safety and Health Administration, and numerous state governors' highway safety offices.

NETS Membership Benefits

Your company can begin reaping the benefits of NETS membership by completing and mailing the enclosed business response card or calling NETS National at 202-452-6005. When you join NETS, you will receive:

- Formulas to analyze your company's potential losses and current costs
- Access to traffic safety management seminars
- Instructions on implementing cost-effective traffic safety programs
- Employee awareness materials
- Sample traffic safety policies
- A quarterly newsletter on proven effective work strategies
- Networking opportunities with other businesses to share information on reducing traffic crash costs
- Easy access to federal and state legislation on workplace traffic safety
- Access to an electronic bulletin board of information and support material

Enclosed for your use are:

- A Traffic Safety Planning Calendar highlighting special events and notable facts. Use this calendar to plan events throughout the year.
- Sample workplace policies that can be adapted to meet your company's needs.
- Ideas for year-round traffic safety awareness and education activities.
- Sample traffic safety articles to incorporate in your company newsletters and memoranda, or to post on bulletin boards.
- A NETS seasonal campaign folder with camera-ready art for posters, paycheck stuffers, newsletter ads and buttons, as well as some ideas to help get you started promoting traffic safety in your workplace.

Design Your Own Traffic Safety Program

With NETS, you can easily implement a workplace traffic safety program in your company. The NETS year-round program enables you to increase productivity while controlling your costs, lost work time and potential liability to third parties. By increasing traffic safety awareness among your employees, you demonstrate your concern for the well-being of their families and create a valuable sense of community. NETS is set up so that you can spend as much time as you deem necessary to administer your customized program.

You can designate a person to manage your NETS program, or do it yourself. No matter what your company size, the return on your investment of time and resources will serve your company well now and in the future.

Get Started on a Traffic Safety Program Today

The workplace is a natural setting for distributing traffic safety messages. As an employer, you are in a unique position to help your employees avoid the suffering brought on by traffic injuries and deaths, while protecting the bottom line profits of your business.

The NETS workplace traffic safety program uses a three-pronged approach: policies, awareness, and training.

Policies are the heart of the plan and provide the standards of performance for your employee. Awareness activities work hand-in-hand with workplace policies. Awareness campaigns will alert your employees to dangers and motivate them to change their behavior. In contrast to workplace policies that establish expected behavior, awareness campaigns motivate compliance. In addition, it is essential as an employer to provide traffic safety training for all your employees. Employee training boosts the effects of safety policies and awareness activities.

Included in this packet are a variety of materials to get started establishing policies and awareness activities in your workplace. Simply scale your traffic safety activities to the time and resources you have available. Traffic safety programs can transform costs into savings and even the smallest program can make a difference.

For more information on employee training, contact your state coordinator listed in this folder or NETS National at 202-452-6005.

Implement Traffic Safety Policies

As an employer, you should provide your employees with policies about safety belts, alcohol- and drug-free driving, and unsafe driving practices. Written traffic safety policies clearly communicated to employees are excellent ways to inform them of your company's practices. The added bonus is that safe driving habits ingrained at work often continue off the job, benefiting an employee's family, friends and community.

We've outlined samples of alcohol and safety belt policies for your use and invite you to adapt them for your business.

Sample Alcohol Use Policy

This company has a vital interest in maintaining safe, healthy and efficient working conditions for its employees. The consumption of alcohol by any employee during "duty hours" is prohibited. Duty hours consist of all working hours, including break periods and on-call periods, regardless of whether on- or off-company premises. Being under the influence of alcohol while performing company business or while in a company facility is prohibited. An employee under the influence may affect the safety of co-workers or members of the public, his or her job performance, or the safe and efficient operation of the company facility. The use of alcohol during non-working hours under circumstances that this company determines adversely affect the company's regard or reputation in the community is also prohibited.

Sample Safety Belt Use Policy

This company recognizes that safety belt use is an important and effective means of protecting our employees. Reducing injuries and deaths associated with the lack of safety belt use can strengthen our effectiveness as a company. Safety belts should always be used while traveling on official business and employees should operate the vehicle only after others are buckled-up. This policy statement is to recognize the importance of wearing safety belts and to establish mandatory belt use as a policy of the highest priority. Therefore, we are implementing the following policy:

Safety belts shall be used at all times by drivers and passengers. In addition, helmets are required when riding a motorcycle or bicycle on company business. We encourage you to use belts and helmets on your own time as well because we value you and want you to be safe at all times.

Conduct Year-Round Traffic Safety Awareness and Education Activities

It is easy to make traffic safety a year-round venture at your place of business. Simply refer to the activities and events listed in the Traffic Safety Planning Calendar to plan activities for every month of the year. Use the enclosed materials to get started today on the NETS program.

- Use the seasonal ideas to implement year-round traffic safety activities for winter, spring, summer and fall.
- Mini-posters and paycheck stuffers included in the seasonal campaign folder can be photocopied and used in conjunction with the seasonal activities. Contact your state coordinator or NETS National at 202-452-6005 to obtain the current NETS seasonal campaign.
- Use the enclosed safety articles in your company newsletters and memoranda, or post on company bulletin boards.

Idea — Celebrate Winter with Traffic Safety Activities

Company Holiday Party

- If you are sponsoring a party, make being a responsible host part of your plans. Provide adequate food and monitor the alcohol consumption of your guests.
- Coordinate a "Free Ride Home" program with a local taxi cab company for people who wish to have a ride home.
- Provide party guidelines to employees. Provide non-alcoholic beverages and tips on getting home safely. Inform employees about host liability laws and post flyers around the party to promote designated drivers and seat belt use.

- Encourage designated drivers before the event begins.
- Insert safe holiday greeting messages in paychecks and remind employees to buckle-up.
- Display safety belt and child safety seat awareness mini-posters throughout your office and at holiday parties.

Idea — Celebrate Spring with Traffic Safety Activities

St. Patrick's Day or other Spring Holidays

- Encourage employees celebrating with alcohol on St. Patrick's Day and other holidays to always designate a driver.
- Distribute cards listing local taxi cab phone numbers for employees to keep in their wallets for easy reference.

- Encourage local bars, pubs and restaurants to post safety belt and drunk driving messages on table tent cards and napkins.
- Display alcohol awareness mini-posters throughout your place of business.

Idea — Celebrate Summer with Traffic Safety Activities

Summer Holidays

- Remind picnic-goers that the combination of heat, alcohol and salty foods can cause dehydration. As a result, they may consume more alcohol than they should. Make sure plenty of non-alcoholic beverages, as well as fresh fruits and vegetables, are a part of any picnic.
- Remind your employees to buckle-up, obey posted speed limits, and avoid drinking and driving.
- Children are out of school for the summer, so encourage your employees to be aware of pedestrians and bicyclists.
- Promote the use of helmets by motorcycle and bicycle riders.
- Display anti-speeding awareness mini-posters throughout your place of business.

Idea — Celebrate Fall with Traffic Safety Activities

Back-to-School

- Provide employees with reminders about the beginning of the new school year and the need to pay special attention to children boarding and exiting school buses.
- Remind your employees to watch out for children walking and riding bikes to and from school because children may dart out into the street.
- Promote a Helmet Use day. If your state or local jurisdiction has a bicycle helmet law, encourage employees and their families to abide by it.
- Encourage employees to buckle up their children in safety seats and safety belts on every trip, including the ride to and from school.
- Hold a raffle for safety items such as bike helmets and car seats.
- Remind employees to obey speed limits and traffic rules when driving through school zones, by playgrounds or near school buses.
- Display drinking and driving awareness mini-posters throughout your place of business.

Sample Traffic Safety Articles

Design these sample articles in a format for newsletters, memorandums, and company bulletin boards.

Protecting A Valuable Investment - YOU

Employers are becoming increasingly concerned about improving the driving habits of their employees. Motor vehicle crashes represent the number one cause of lost work time and on-the-job fatalities. Over 40,000 people die each year on our nation's highways. For many, impaired driving and the failure to use safety belts have proven to be the difference between life and death.

Therefore, (your company name) is establishing (your program's name here), our own highway safety program. This program will provide us with concrete information about danger on the highways and the need for safety-conscious behavior — unimpaired driving and the use of safety belts. In the process, you will have some fun while helping to improve the safety of our community.

We want to protect one of our most valued investments — you. The real tragedy of the human and economic losses after motor vehicle crashes is that they are unnecessary. We all must refuse to drive while under the influence of alcohol or drugs. We all must use our safety belts and ensure our passengers are buckled up every time we get into a car. It can mean the difference between life and death.

Are You The Parent Of A Young Driver?

Parents are concerned about highway safety, and rightfully so. Every spring brings us another story about a motor vehicle crash involving high school or college age students.

Drivers 15 to 24 years old represent a major part of the highway safety problem. This young adult group has the highest rate of serious injuries and fatalities of the entire driving population. This age group also has the lowest safety belt usage rates and is the most apt to drink, drive and speed. Parents play a key role in preventing their young drivers' unsafe driving habits.

Young people often think they will live forever. The future looks bright and nothing stands in the way of their dreams. When confronted with the possibility of a motor vehicle crash, they are quick to believe, "It can't happen to me." This rose-colored view of life can cause young people to take risks, exercise poor judgement and make unwise decisions. Adding in factors such as a lack of driving experience, excessive driving during high-risk (nighttime) hours and the impact of peer pressure creates a formula for possible disaster.

Although 15 to 24 year olds constitute only 15 percent of the U.S. population, they account for 28 percent of all motor vehicle crash fatalities. Alcohol-related motor vehicle crashes are the leading cause of death for youth of driving age. However, half of all traffic fatalities, even those involving alcohol, can be prevented if drivers and passengers wear safety belts at all times.

Parents are an important influence on a young person's decision to exercise good driving habits. If a parent never uses safety belts or drinks and drives, a young person may be likely to follow suit. Parents should talk to your children about the dangers and consequences of drinking and driving. Remind them about the dangers of driving too fast for conditions. When you do, also remind them that their best protection in a crash is their safety belt. Supervise parties, keep a close control over alcohol available at home, and make a greater effort to discuss weekend activities.

Preventive education on safety belts and the use of alcohol and other drugs must start at an early age. This must begin at home, before a child even enters school, and continue throughout the school years. Parents must support community efforts to educate young people to the dangers on the highway and to the need of each person to drive safely. Parents, it's up to you. Start at home to reduce this unnecessary loss of America's future — our young people.

Are You A Responsible Host?

One night at a party the host continued to serve alcohol to a guest, even after the guest became visibly intoxicated. Later, the guest drove home and ran head-on into another car. The driver of the second car sued the host and won the lawsuit. The host was held liable for the expenses related to the driver's injuries.

Do you like to entertain? If so, as a host, you may be held responsible for a guest who leaves your party and drives drunk and is involved in a car crash resulting in injury or property damage. Every hour of every day, motor vehicle crashes kill 6 Americans and injure 400 more. One of the factors contributing heavily to highway deaths and injuries is the combination of drinking and driving. Much of that impaired driving occurs after parties, receptions and other social events. The following suggestions will help ensure the enjoyment and safety of your guests.

- Keep foremost in your mind the comfort and safety of your guests. As guests arrive, suggest that at least one person in the group serve as a "designated driver" and remain alcohol-free for the drive home.
- Provide alternative activities to drinking alcohol.
- Serve protein-rich foods such as cheese, shrimp, pizza or spare ribs which inhibit the absorption of alcohol into the bloodstream. Avoid serving salty snacks and sweets which make people thirsty and induce them to drink more.
- Serve drinks only on request and always have non-alcoholic beverages available for mixing as well as drinking.
- Refuse to serve any individual appearing to be intoxicated or impaired.
- Never serve alcohol to those underage.

In some instances, despite all your best efforts, a guest may have too much to drink and be unable to drive home safely. It is your responsibility as a host to step in at this time. Take the keys, or ask someone else who has not been drinking to drive the guest home. Invite the guest to spend the night. Offer to call a taxi.

Driving requires a combination of thought and motor skills, common sense and a concern for the safety of everyone on the road. Safe driving demands an observant eye, a steady hand and a clear head. There is no room for alcohol in the driver's seat. As a host, be sure that the only drivers leaving your party are sober.

Special Protection For Young Children And Infants

A child requires special crash protection such as a child safety seat when riding in a car. Unfortunately, many adults allow children to ride unprotected, greatly increasing their chances of injury. If used for every trip, each year child safety seats could prevent approximately 53,000 injuries and save the lives of about 500 children under the age of four. Putting your child in a child safety seat every time is one way to show your concern for your child's health and well-being.

The law in all 50 states, the District of Columbia, Puerto Rico and the U.S. territories requires infants and children to ride in child safety seats until they are old enough to wear safety belts.

During a crash, unprotected occupants are thrown violently around inside the car after the vehicle hits an object and stops. In a crash or sudden stop, an unbuckled adult holding a baby can crush the child into the windshield or dashboard. In a 30 MPH crash, a 10 pound baby could be ripped from a belted adult's arms with a force of almost 200 pounds and hurled into the dashboard or windshield.

Child safety seats come in various sizes — infant, toddler, and booster — to match the various growth stages of a child. Infants up to about 20 pounds and at least one year of age should ride in the back seat facing the rear of the vehicle in infant-only or convertible safety seats (seats that convert from rear-facing for infants to forward-facing for toddlers.) Children weighing over 20 pounds and over one year of age, up to approximately 40 pounds should ride facing forward in a convertible safety seat or harness system. Children who have outgrown their convertible seats or harnesses should ride in booster seats until adult safety belts fit them properly. Never allow children to place the shoulder part of the belt under their arms or the safety belts will not be fully effective.

Child safety seats are certified by the manufacturers to meet federal safety standards when they are used as designed. Any improper use or installation of a seat will reduce the protection given to your child. For these reasons, you should:

- Install your safety seat carefully. Read your car seat instructions and your vehicle owner's manual and follow the directions exactly.
- Always protect your child with either the harness or padded shield, depending on which model of child safety seat you have. If your seat has both a harness and shield, then both must be used.
- Never let children ride in the bed of a truck, or sleep or play in the rear of a station wagon without proper restraint.
- If your car has door-mounted safety belts, you will need to have your car dealer install a special adapter belt to use with your child's car seat. Again, check your vehicle owner's manual for exact specifications.
- Do not place a rear-facing safety seat in the front seat of a vehicle with a passenger-side air bag. A passenger-side air bag can strike the back of the seat with a force that could seriously injure your baby. The back seat is the safest place for a child safety seat.

When shopping for a new seat, keep in mind that there is no "best" seat. The safest seat is the one that is used properly every time — even during a quick trip. If you use a child safety seat for every trip, your child will find riding in this seat comfortable and natural. When your child has outgrown the safety seat, immediately begin his or her transition into wearing a safety belt. It is vitally important that you serve as a role model for your child, so always buckle up and buckle up your child.

Highway Safety — A Family Matter

Driving on our nation's roads can be dangerous. Each year motor vehicle crashes kill over 40,000 people and injure over 3 million more. These deaths include pedestrians, motorcyclists and bicyclists. Motor vehicle crashes are the leading cause of death for Americans ages 6 to 28. Fortunately, there is much we can do to prevent or reduce the frequency of these crashes.

Motor Vehicle Crashes

The use of drugs or alcohol is what contributes most heavily to the incidence of motor vehicle crashes. That and the failure to use seat belts result in many deaths and injuries. These can be prevented if responsible driving behavior is developed at an early age. From riding in a child safety seat, to fastening one's own safety belt, to not using drugs or alcohol while driving, habits formed through years of observing and practicing responsible driving behavior can be lifesaving. However, there is still a lot to do to reduce fatalities. Many drivers killed in crashes have alcohol in their bloodstream. The blood alcohol concentration (BAC) levels of almost 40 percent of drivers who die in crashes is at or above legal limits.

In addition, most of the people killed or injured in passenger car crashes were not using safety belts or child safety seats at the time of the crash. Those who buckle-up are much less likely to be killed or seriously injured. Manual safety belts reduce motor vehicle fatalities and serious injuries by 40 to 50 percent. Airbags in combination with safety belts reduce vehicle fatalities by 55 to 60 percent. It is never too late to become a responsible driver. Using safety belts and abstaining from alcohol or drugs when driving is guaranteed to increase your chances of living if involved in a motor vehicle crash.

Pedestrians

Even out of the car there are perils on our roads. Pedestrians of all ages may be hit by motor vehicles. Children are especially at risk because they are often walking and not watching traffic. Older adults are often unable to move quickly out of danger. Adults and children of all ages must learn to deal successfully with heavy and congested traffic and with drivers who fail to watch for pedestrians. Here are some safety tips for pedestrians:

- Walk, do not run or dash into the street. Wait for a break in traffic, stop at the curb and look left, right and left again before crossing.
- Use extra caution at intersections. Watch out for turning vehicles. Try to establish eye contact. If you are not sure the driver sees you, just let the vehicle go by.
- For protection at night, wear retro-reflective clothing or carry a flashlight. Just because you can see the vehicle does not mean that the driver can see you.

Bicycles

Like pedestrians, bicyclists are at risk on the roads. With proper training, children and adults can avoid serious trouble. Here are some safety tips for bike riders. Practice them yourself and teach them to your children:

- Always wear a bicycle helmet, even in your neighborhood and no matter how short the ride.
- Learn the proper hand signals and use them.
- Ride with traffic, not against it. Children should not ride in heavy traffic or at night.

- Obey all traffic lights, speed limits and street markings.
- Before entering a street from a sidewalk or driveway, stop, look both ways, then look again. At busy street crossings, get off your bike and walk it across the road.
- Ride carefully in the streets. Find a park or a playground for a more spacious riding area.
- Use a light when riding at night and wear retro-reflective clothing.

Hardshell bicycle helmets should always be worn. Three out of four bicyclists killed in crashes die of head injuries; thousands more suffer permanent brain damage. Most of those deaths and injuries could be prevented by the use of a hardshell helmet that meets Snell Memorial Foundation, American National Standards Institute (ANSI) or American Society for Testing and Materials standards. Look for a label on the inside of the helmet.

To ensure that every trip is a safe one, every family member needs to remember these important highway safety tips:

- Ride right. Be safe, be seen!
- Walk wisely!
- Buckle up!
- Slow down!
- Don't drink and drive!

NETS State Coordinators

California

Christy Clark
NETS Coordinator
717 - 20th Street, Suite 250
Sacramento, CA 95814
916-444-8014
916-444-8087 - FAX

Connecticut

James V. Moffett
Connecticut Dept. of Transportation
Division of Highway Safety
2800 Berlin Turnpike
P.O. Box 317546
Newington, CT 06131-7546
203-594-2368
203-594-2374 - FAX

Florida

Terry Henry
NETS Coordinator
Think First
8383 North Davis Highway
Pensacola, FL 32514
904-494-4577
904-494-5077 - FAX

Georgia

Ben Harper
Governor's Office of Highway Safety
The Equitable Building
100 Peachtree Street, Suite 2000
Atlanta, GA 30303
404-656-6996
404-651-9107 - FAX

Illinois

Cynthia Roy
Highway Safety Program Consultant
Illinois Dept. of Transportation
3215 Executive Park Drive
Springfield, IL 62794
217-782-2097
217-782-9159 - FAX

Indiana

NETS Coordinator
Health Promotion Office
I-65 at 21st Street
P.O. Box 1367
Indianapolis, IN 46206-1367
317-929-6110
317-929-3605 - FAX

Kansas

Scott Martis
Kansas Dept. of Transportation
Bureau of Traffic Safety
217 SE 4th Street
Topeka, KS 66603-3504
913-296-3756
913-291-3010 - FAX

Michigan

Daniel Vartanian
Corporate Program Coordinator
Michigan Office of Highway
Safety Planning
300 S. Washington Square, Suite 300
Lansing, MI 48913
517-334-5211
517-482-8236 - FAX

Nebraska

Amy Morton
Nebraska NETS Coordinator
Safety & Health Council
of Greater Omaha
8710 F Street, Suite 122
Omaha, NE 68127-1532
402-592-9004
402-592-8944 - FAX

New Hampshire

Burt Nichols
New Hampshire Highway Safety Agency
Pine Inn Plaza
117 Manchester Street
Concord, NH 03301
603-271-2131
603-271-3790 - FAX

New Mexico

Janice Lucero
Safety Net Works
4600 A Montgomery, NE, Suite 205
Albuquerque, NM 87109
505-875-1940
505-875-1406 - FAX

North Carolina

Bill Ethridge
Executive Director
North Carolina NETS
3321 Barnsley Lane
Raleigh, NC 27604
919-872-6174 - Phone/FAX

Ohio

Ron Burk
Program Specialist
Ohio Partnership for Traffic Safety
240 Parsons Ave., Room 216
Columbus, OH 43205
614-644-7641
614-466-0433 - FAX

Tennessee

Randall Smith
Director Tennessee NETS
Governor's Highway Safety Office
505 Deaderick Street, Suite 600
James K. Polk State Office Building
Nashville, TN 37243-0341
615-741-2589
615-532-1548 - FAX

Texas

Karen Gibson
Traffic Operations
Texas Department of Transportation
125 E. 11th Street
Austin, TX 78701-2483
512-416-3168
512-416-3349 - FAX

Utah

Wendy Bertolla
Utah NETS
5263 S. 300 West
Salt Lake City, UT 84107
801-262-5400
801-263-2927 - FAX

Vermont

Essie Howe
Vermont S.E.A.T.
P.O. Box 469
Richmond, VT 05477
802-860-8434
802-434-4803 - FAX

West Virginia

Magdy Akladios
Safety and Health Extension
West Virginia University
130 Tower Lane
P.O. Box 6615
Morgantown, WV 26506-6615
304-293-3096
304-293-5905 - FAX

Wisconsin

Tony Piotrowski
Wisconsin NETS
1007 Ellis Street
Stevens Point, WI 54481
715-344-7191
715-341-8400 - FAX

NETS National

Susan Herbel
Bill Bush
Joe Vidanes
Cheryl Giattini
1900 L Street, N.W., Suite 705
Washington, DC 20036
202-452-6005
202-223-7012 - FAX

If your state is not listed, please call NETS
National for further assistance.

